



How to Implement Mobile Learning: Practical Considerations

OUTSTART



PRESENTED BY: Tom Werner, Chief Research Officer, Brandon Hall Group
Melonia da Gama, Director of Marketing, OutStart
June 2, 2011

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- Established in 1992
- Over 5,000 clients globally
- Nearly 200,000 subscribe to our newsletters
- Industry's top rated blog

Focus on developing research-driven solutions to drive organizational performance for emerging and large organizations.

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Brandon Hall Group

Research Focus:

- Learning and Development
- Talent Management and Strategy
- Leadership Development
- Talent Acquisition
- Sales and Marketing
- Strategic Planning
- Business Process Innovation
- Technology Systems
- Measurement (ROI) & Metrics Management
- Social Media and Communications

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- Research Membership Program
- KnowledgeBases
- Technology Selection
- Strategy and Planning
- Customized Benchmarking
- Performance Driven Organization Assessment
- Vertical Market Analysis
- Client Resonance Framework
- Workshops
- Excellence Awards
- Smartchoice™ Certification



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The logo for OUTSTART, featuring the word "OUTSTART" in a light yellow, sans-serif font centered on a solid blue rectangular background.

OUTSTART



Presenters



Tom Werner
Chief Research Officer
Brandon Hall Group



Melonia da Gama
Director of Marketing
OutStart



How to ask questions

During Session

Type in the Questions box under your control panel

Afterward

For more information, please contact us at:

Email: success@brandonhall.com

Website: <http://brandon-hall.com/contact/index.shtml>

Phone: (561) 306-3576



Agenda

- Overview
- Use cases and design considerations
- Case studies
- Implementation approaches
- OutStart perspective



Poll questions



Overview



Explosion of mobile devices

5 billion



Explosion of mobile devices

- Progress is not going to stop
- No single device

5 billion



Mobile learning evolving

2001



How to Determine Your Readiness for Mobile E-Learning

By Richard Nantel



Mobile learning evolving

Learning on PDAs, pagers, handheld computers, and Internet-enabled cell phones

2001



How to Determine Your Readiness for Mobile E-Learning

By Richard Nantel



What we said in 2001

Advantages

- Mobility
- Power management
- Ease-of-use
- Expandability and adaptability
- Return on Investment
- Popularity
- Adaptability to learning styles
- Geocentric learning
- Performance support

Disadvantages

- Newness
- Variety of solutions
- Small screens
- Lack of commercial content
- Few LMSs capable of tracking mobile users



What's new today

- Proliferation of devices
- Consumerization of devices, lifestyle
- 'Device unknown'
- 'Traditional' e-learning difficult for some
- Mobile learning now past early-adopter stage



Definition of 'mobile' varies

- The device is mobile
- The learner is mobile
 - Moving
 - Nomadic
 - Remote
- The learning situation is mobile
 - Need to learn at a specific time and place



Use cases and design considerations



Not traditional e-learning on phone

- Don't just copy over legacy e-learning content to mobile devices



Mobile use cases

- Short courses may be appropriate
 - When traditional e-learning just isn't possible
 - 2-5 minute courses



But the paradox of e-learning...

- ...e-Learning cemented into place traditional models of instruction
 - Course = objectives + content + interactivity + test
- Mobile learning offers opportunity for learning that is not traditional instruction
- Mobile learning blurs the line between learning and communication... this is OK!



New mobile use cases

- Reinforcement of formal training
 - Previews, reminders, refreshers
- Performance support (such as product info)
- Priority communications
 - ‘Must get’ information
 - Media, such as podcasts and videos
- Pre-testing, post-testing, polling, evaluations



Design considerations

- Assume limited face-time (a few minutes)
- Less is more (cover less, hit key points)
- Keep in mind the smaller screen
 - Short text, high-contrast colors
 - Avoid making the learner to scroll



Case studies



1 Mobile support for sales associates

User Organization: Nike

The Situation:

- Support non-Nike employees selling Nike products
- High turnover, age range 18 to 24 years old
- Stores had a dedicated computer for web training
 - Test showed consistent 4% – 6% sales increases for web training
 - But sales associates could not come off the floor to use it



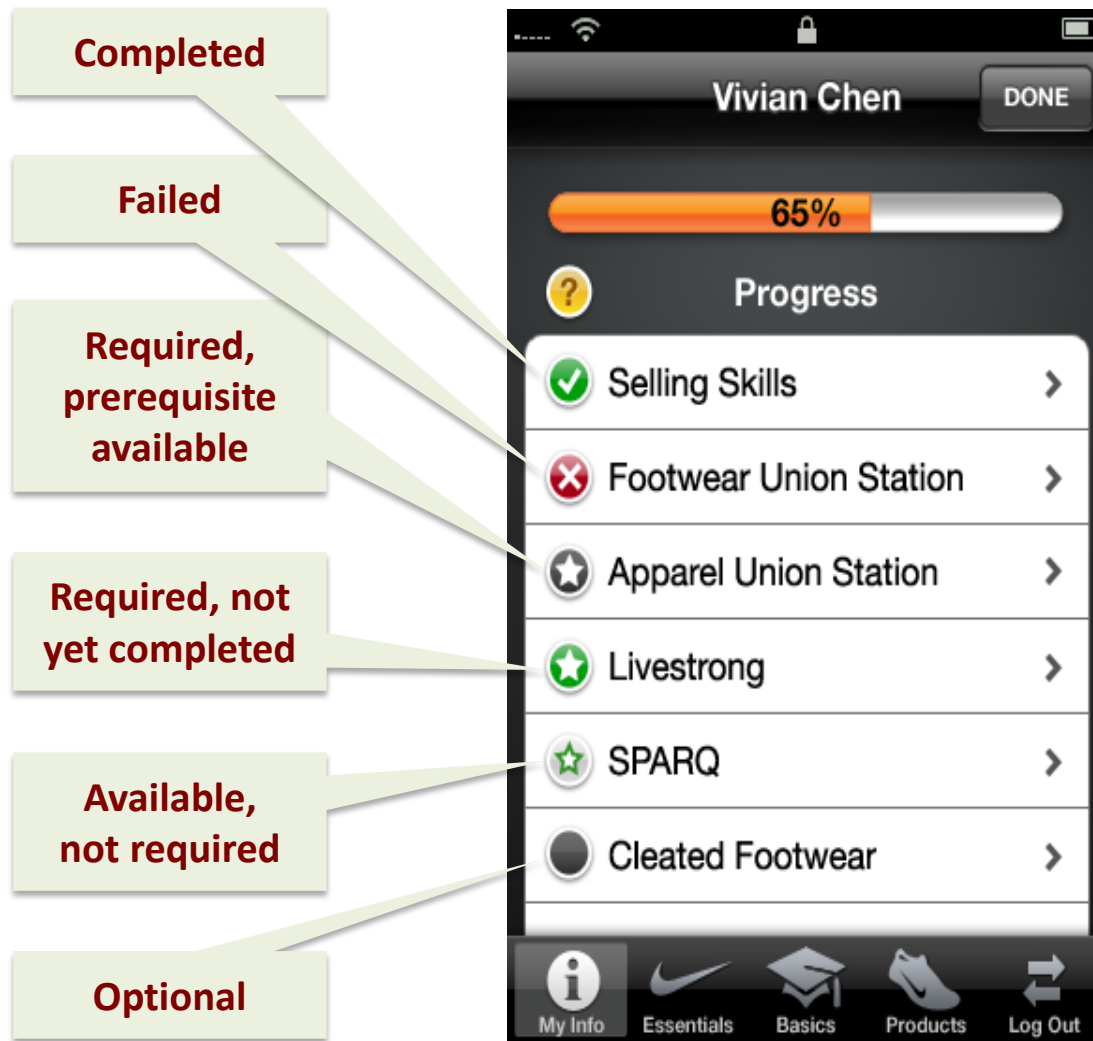
Design

Sports Knowledge Underground (SKU) Mobile

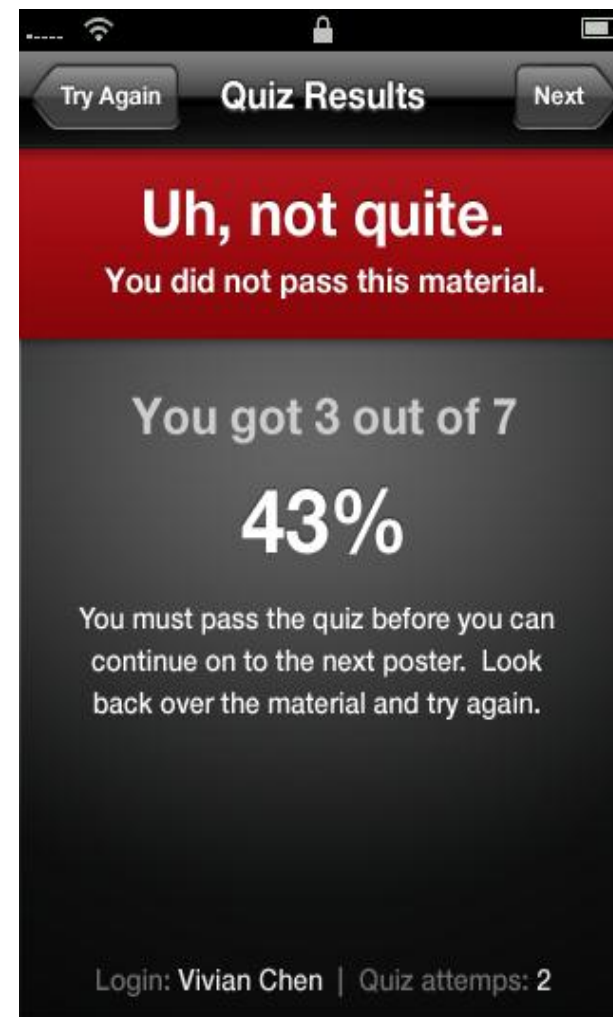
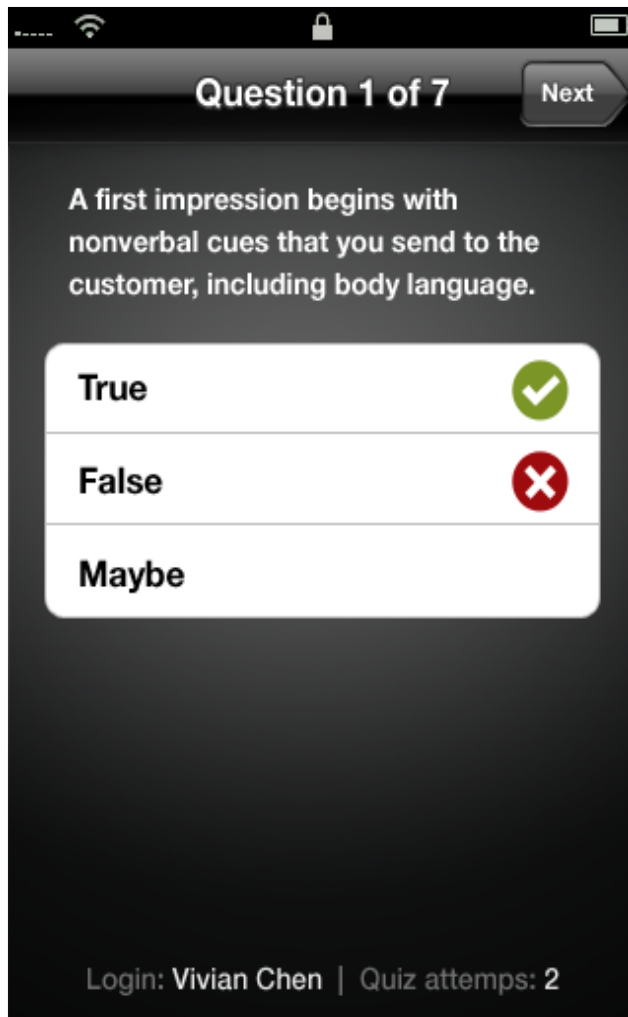
- Built for iPod Touch
(to avoid phone distraction)
- Shared among sales associates
- On lanyard, can share with customer during conversation



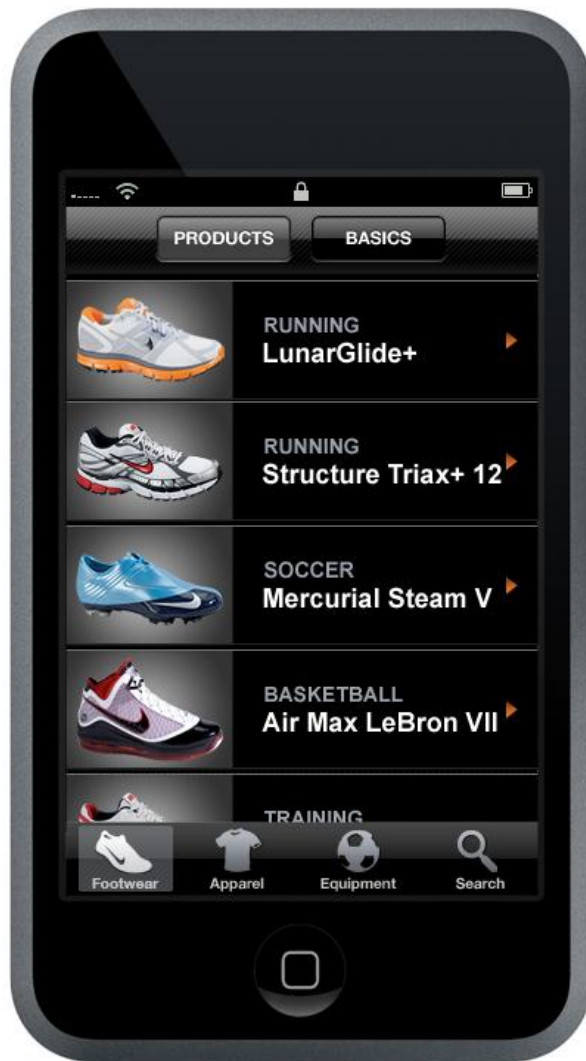
Design



Design



Design



Design



Results

Pilot 1 : Quantitative Results



66% Experienced an increase in personal sales



60% Helped to improve their confidence in selling Nike products



70% Preferred using the iPod in their SKU training



71% Found the level of product information provided just right



22% Experienced an immediate sale after using the SKU app



SPORTS KNOWLEDGE UNDERGROUND

17



2

Mobile access to leadership site

User Organization: Chick-fil-A

The Situation:

- Had SERVE Leadership Web Site for restaurant Operators
- Operators highly mobile, wanted to access mobilely
- New mobile site branded The ExChange





Chick-fil-A Operators Lifestyle

Profile for Leadership Training



Traveling / Away from Home



DSL, Cable, WiFi
768 Kbps or greater

Meeting with other Operators



Home



At Work



Connection through CFA
128 Kbps or greater
50 % with 256 Kbps or greater
Connection in-store WiFi
768 Kbps or greater

Commuting



Cell Phone access
128 Kbps or greater



DSL / Cable
1.5 Mbps or greater

Prepared by: NovoLogic Inc.



Design

- Developed in HTML 5.0 for a wide range of devices (most have iPhones or Android)
- Launched at annual Operators seminar
 - To introduce
 - To reinforce seminar content
 - To allow Operators share content with their employees





Grow Yourself, Grow Your Business

The ExChange



My Stuff



Ideas That
Work



Seminar
2011



What's Hot



ManageMentor



getAbstract

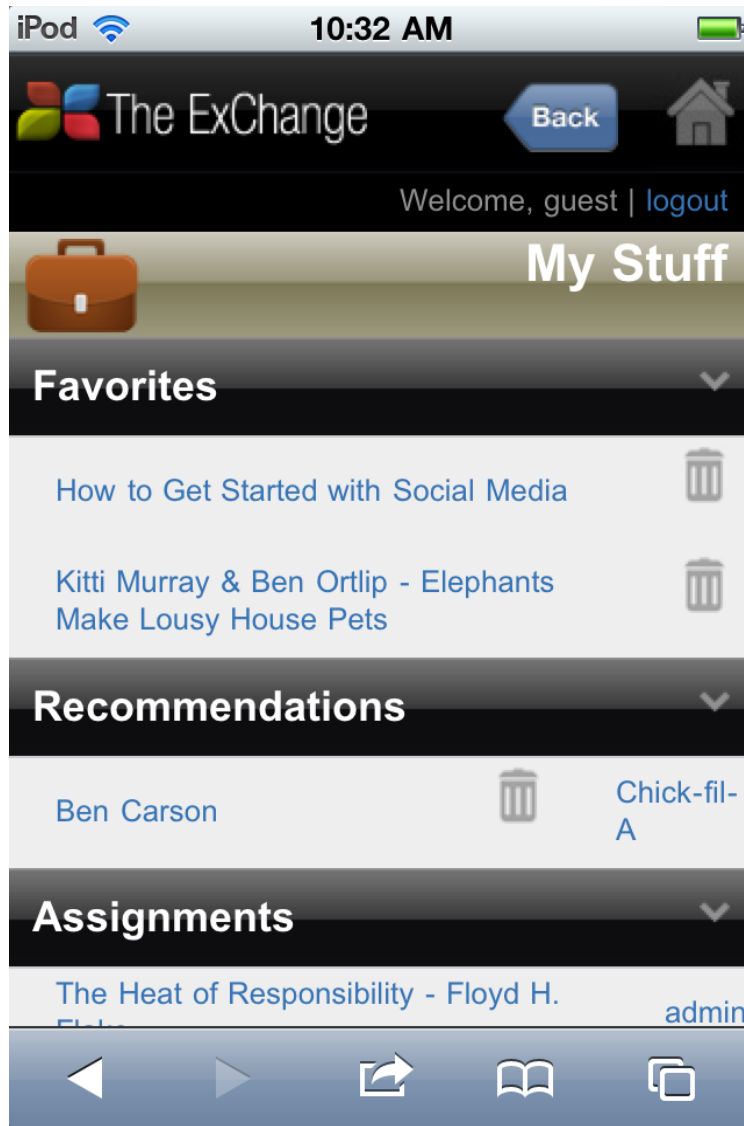


More
Resources



Expert
Voices

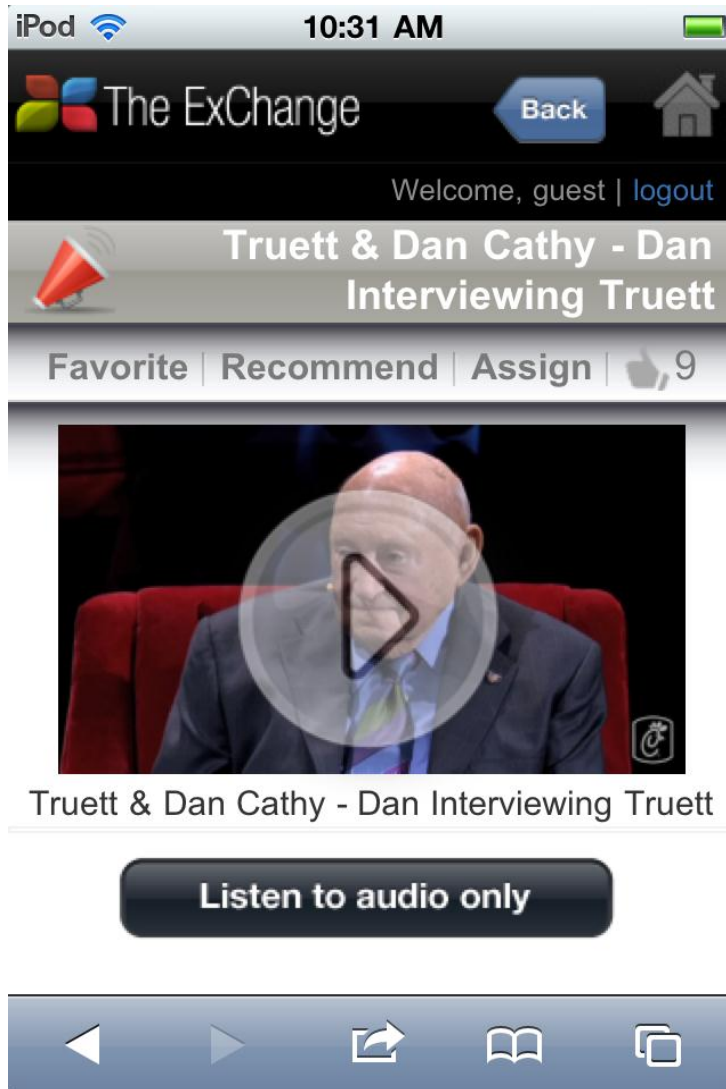






Well, I think even when I started the interview process I was already planning in hopes of this particular location, it being so different. But the biggest thing I did was I went out and started meeting as many different business consultants and Operators that I could on my own, just trying to find out. I felt the more knowledge that I had and the more understanding I had of the company and different business concepts the more prepared I





	SERVE Leadership Website 2010	The ExChange 2011 (2 months)
Visits	11,009	15,041
Page views	99,020	103,251
Pages per visit	8.99	6.87
Unique visitors	4,349	4,641
Use mobile device	413	3,363
Repeat visits	60.5%	69.5%



3 Mobile training for Audit Partners

User Organization: KPMG International

The Situation:

- Train KPMG Audit Partners on how to persuade and have win/win relationships with clients
- Partners have extremely limited time for training, often travelling, classroom training and online learning impractical



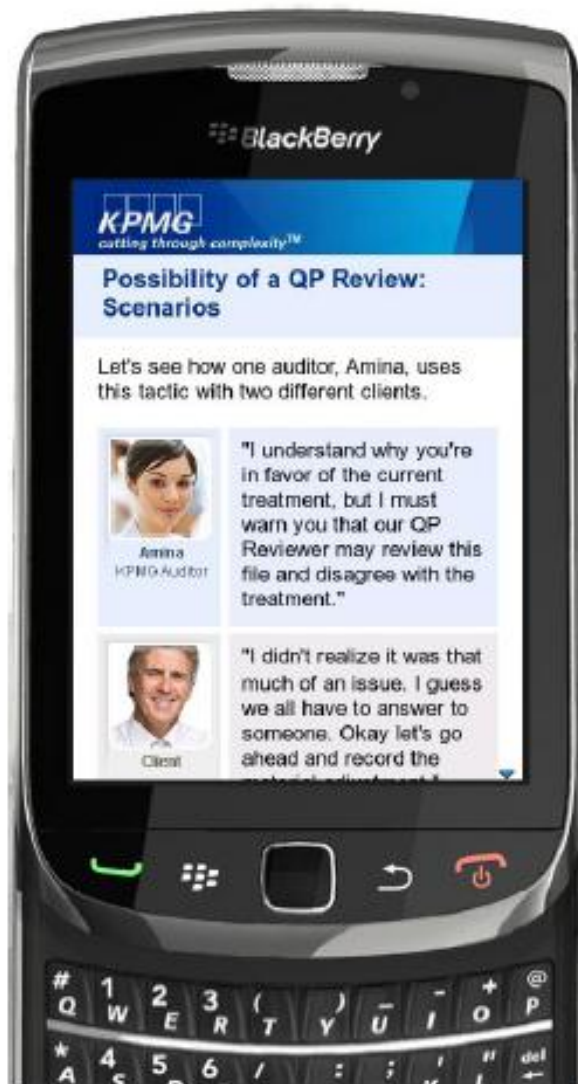
Design

- 300 Audit partners worldwide
- 20-minute m-learning: videos, audio, text, case studies, interactive knowledge checks
- Content available for BlackBerry, iOS, Windows, and Android devices
- Content downloaded to device, progress tracked in the application
- Results then synchronized with LMS once connection is available





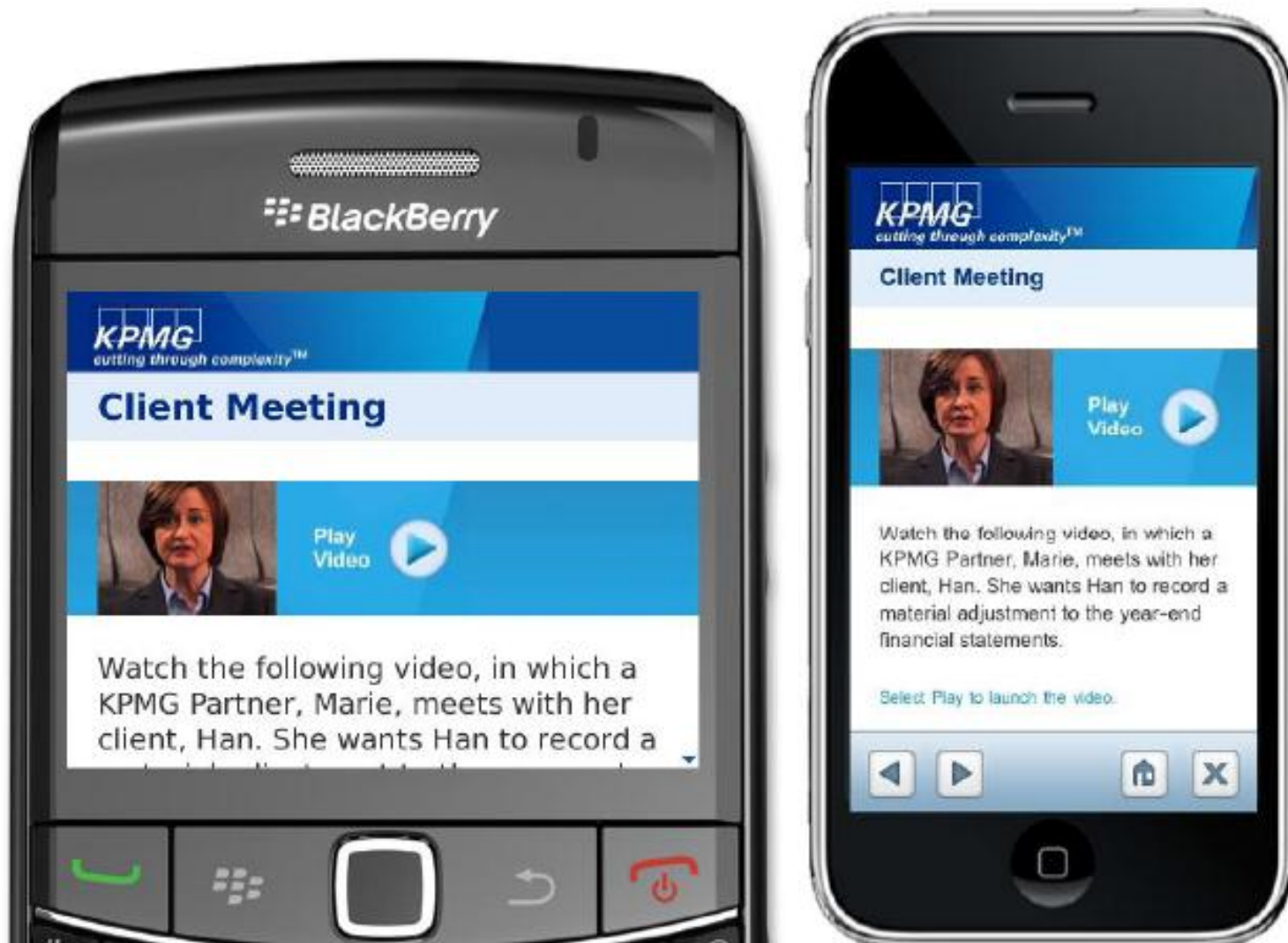
Scenario Screen



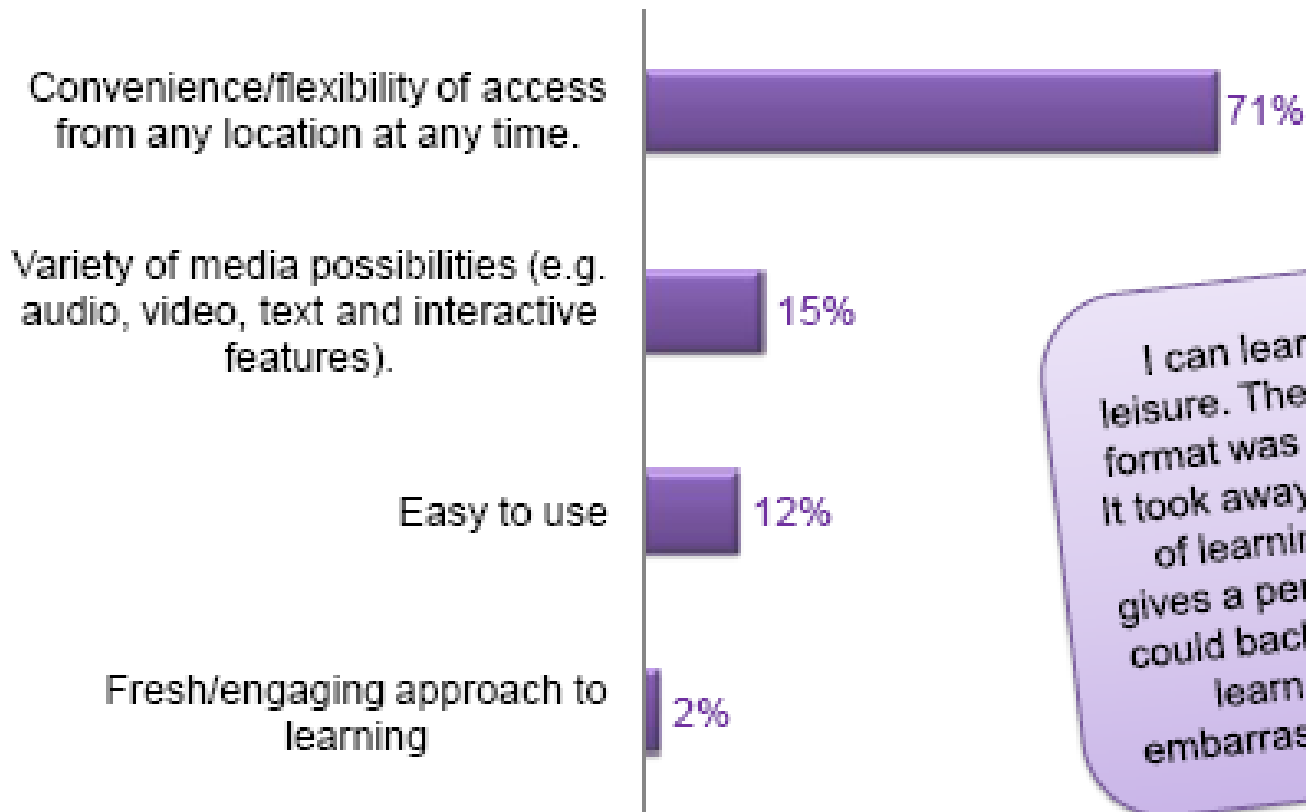
Embedded Audio



Embedded Video



Most Favoured Features/Benefits of M-Learning

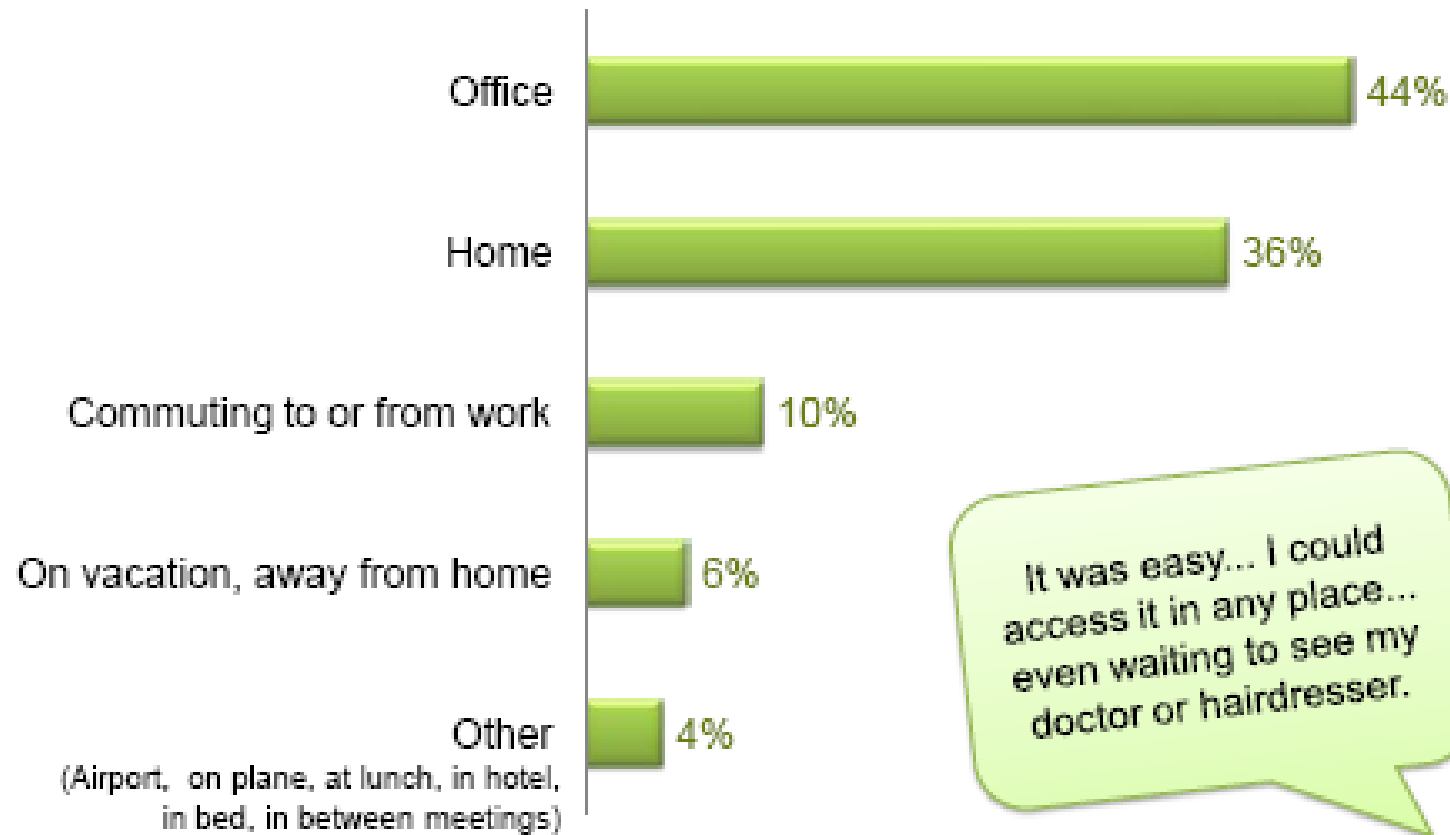


I can learn at my leisure. The video/text format was very good. It took away the tedium of learning. It also gives a personal feel. I could back space and learn without embarrassing myself.

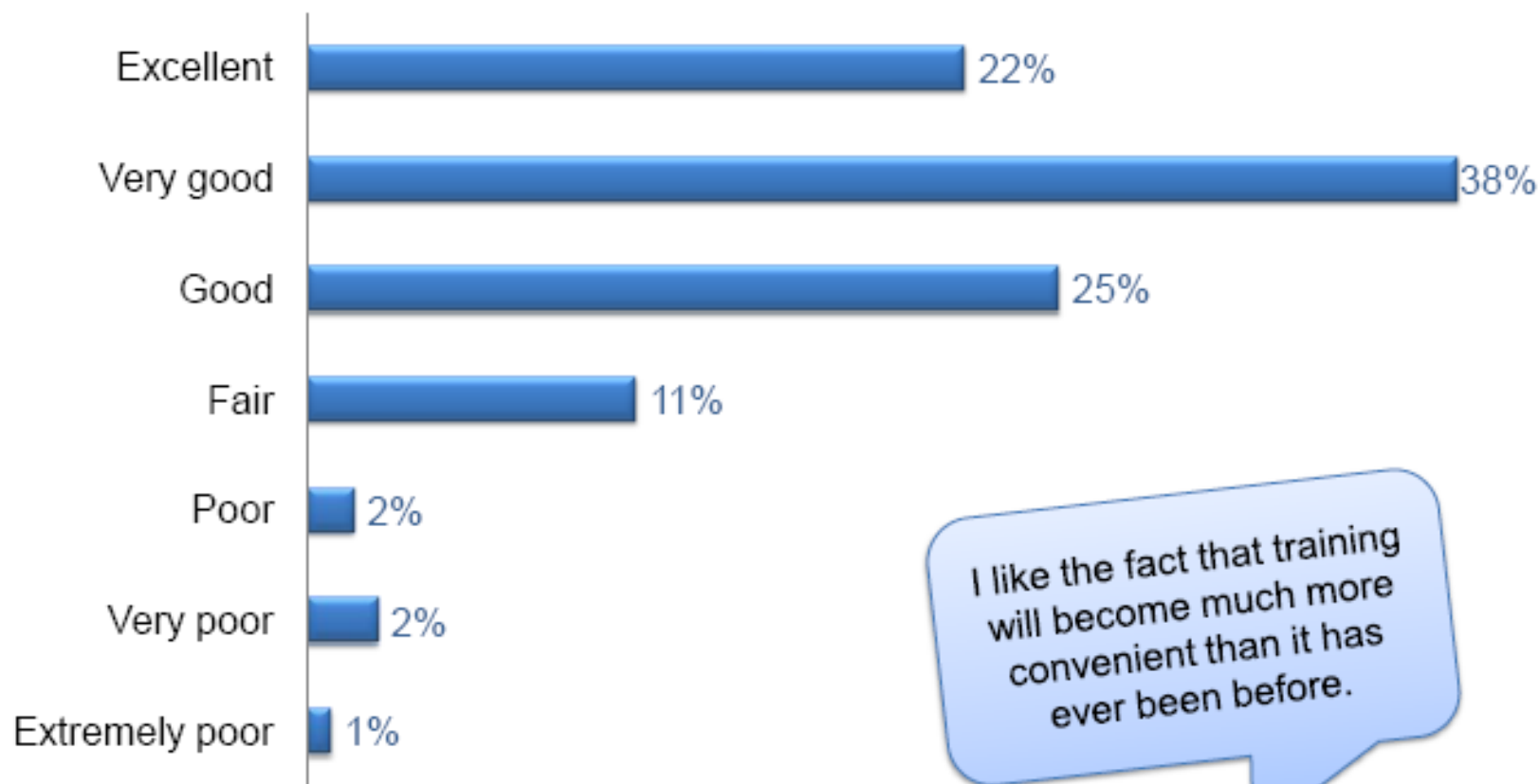
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Locations from Where Participants took the M-Learning



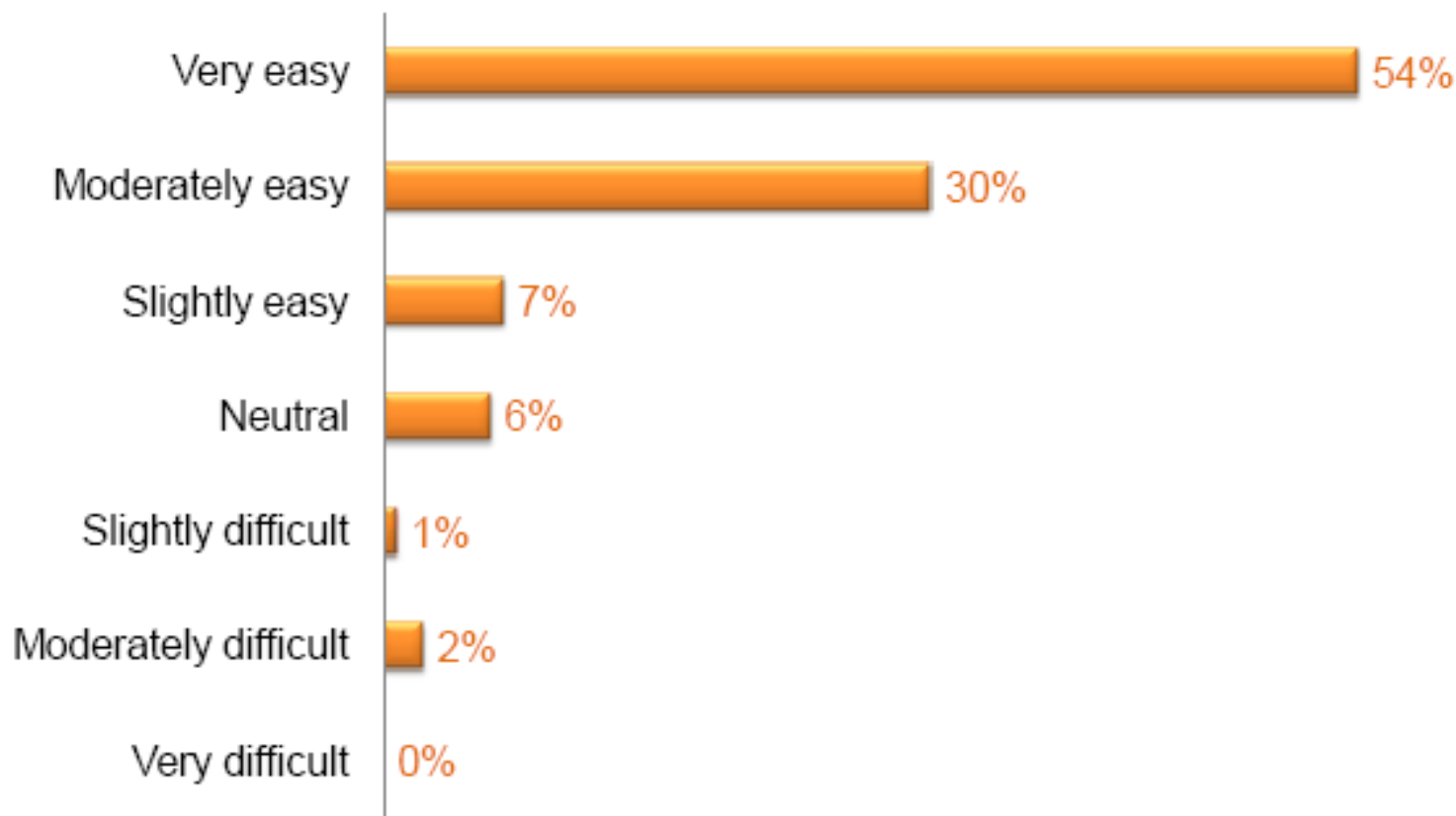
Overall Experience with M-Learning



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Readability of Text on Screen

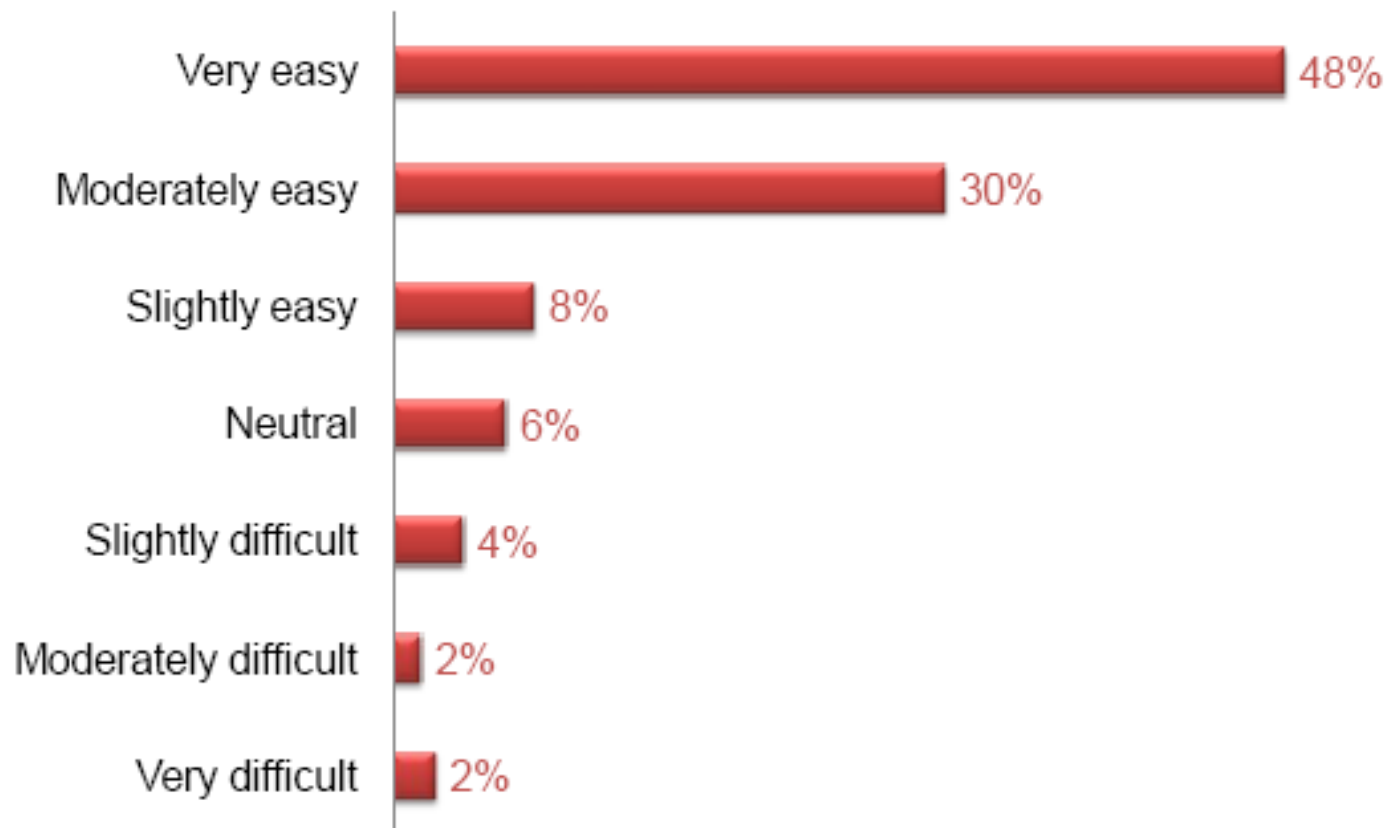


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Ease of Navigation

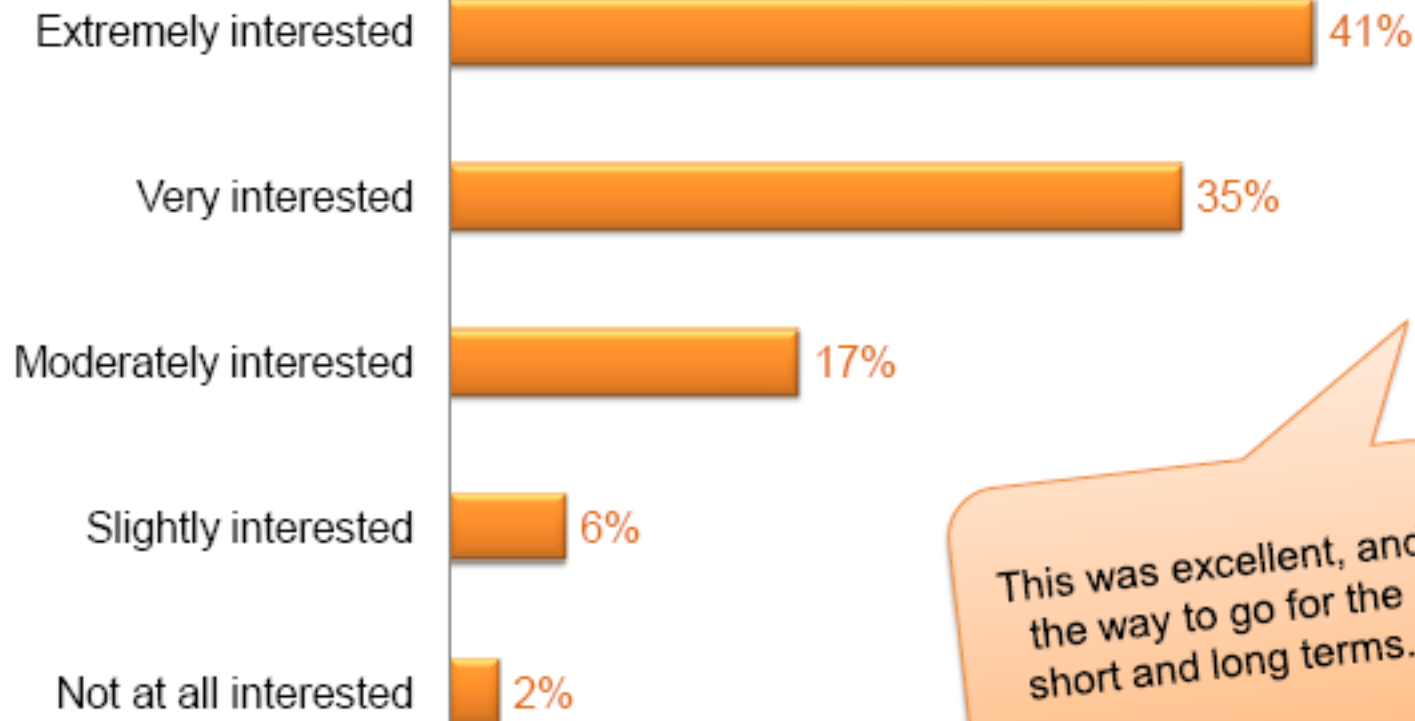
(Moving from screen to screen, selecting answer choices, etc.)



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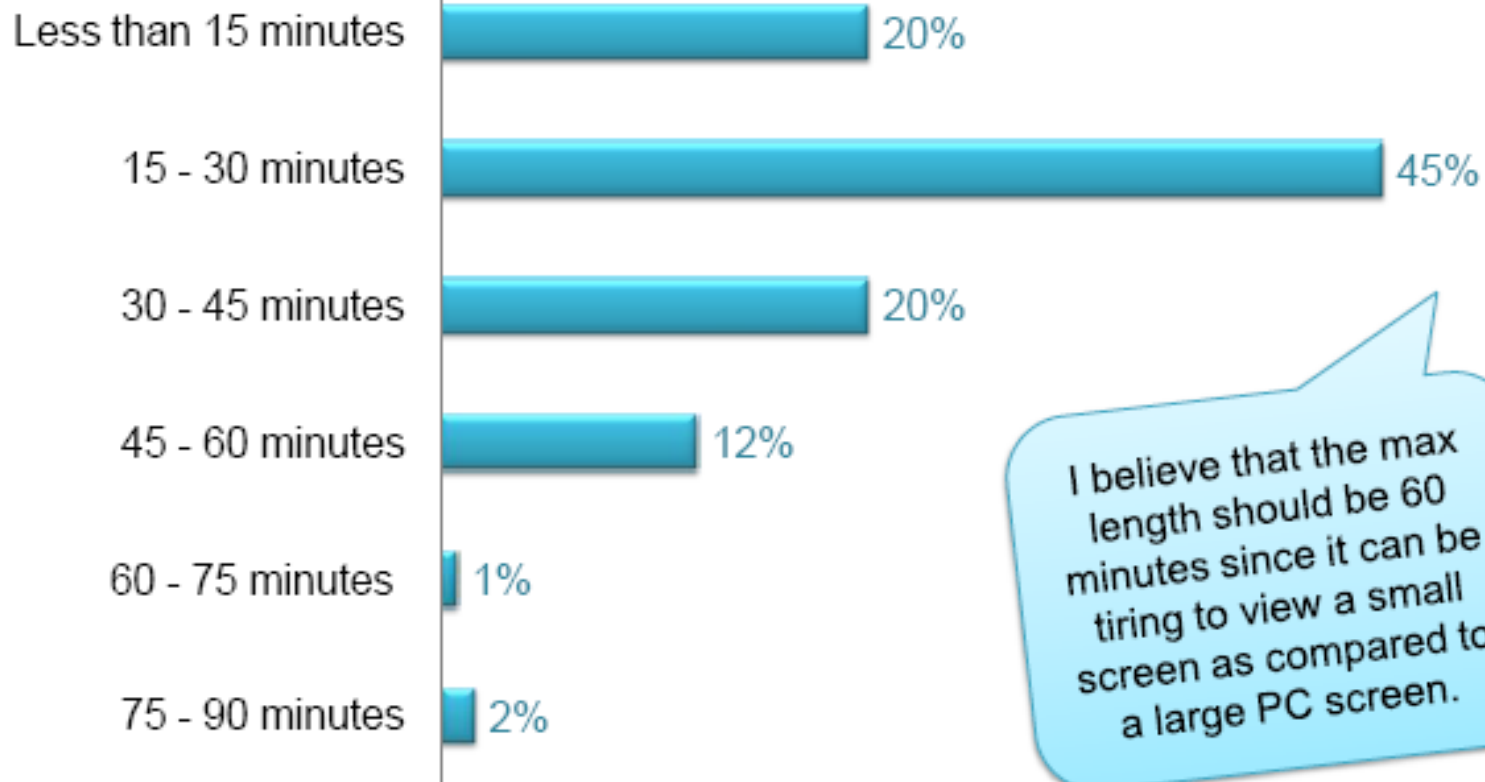
Level of Interest in Having More Training Delivered via M-Learning



This was excellent, and the way to go for the short and long terms.



Preferred Length of Future M-Learning Courses



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4 Mobile learning for sales force on iPad

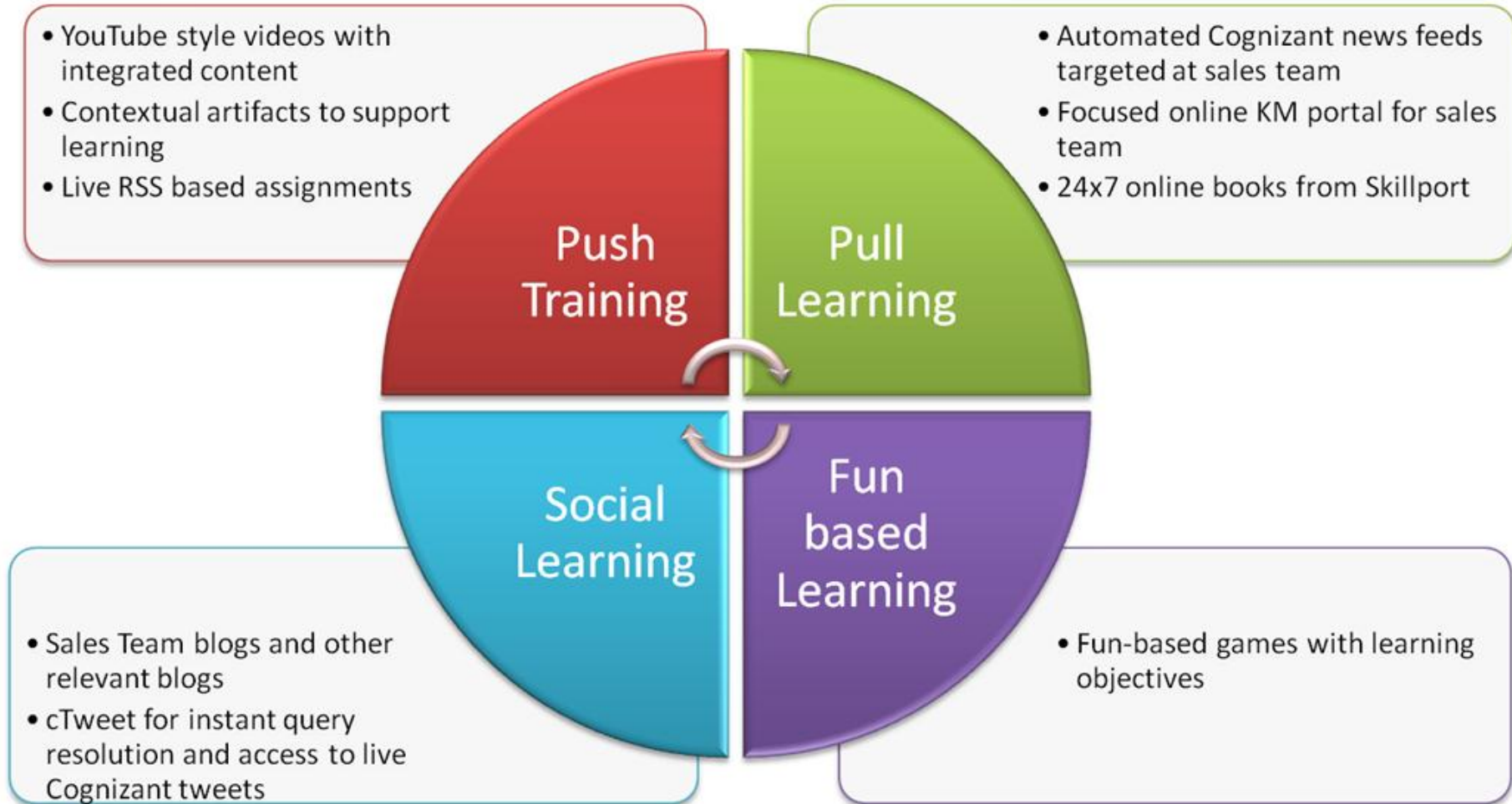
User Organization: Cognizant

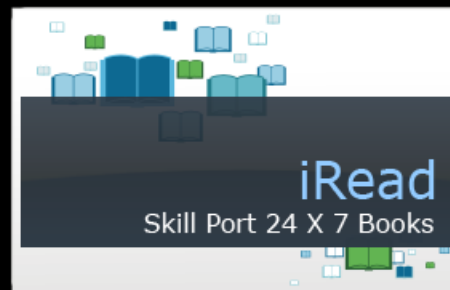
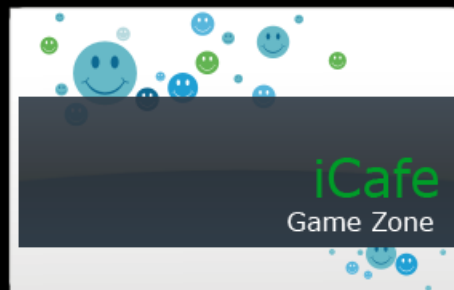
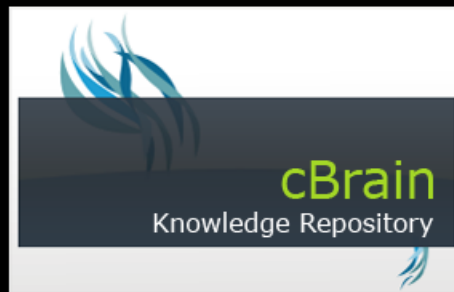
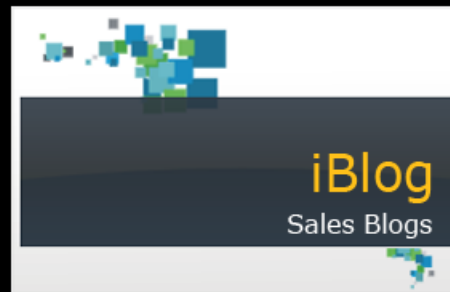
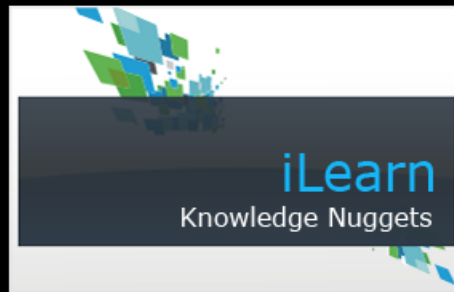
The Situation:

- Sales force in 50+ countries
- Sales team wanted information that was fast, mobile, 24x7
- Averse to using smart phones for learning
- Interested in iPad because of screen size, multimedia capability, and ability to provide push and pull content
- Designed Sales Gym for iPad



Design





COGNIZANT



Design

- **iLearn.** YouTube-like video-based learning medium with presentations, digital images, and documents
- **cFeeds.** News feeds for the sales team
- **iBlog.** A blog area with must-read blogs for sales team, they can comment, post own blogs, add others
- **cWeet.** Twitter-like tool where sales team can reach sales, business, or technology community for help



Video based training feed through video server

Contextual PowerPoint slides/text relevant to the displayed video

Scroll slider for Video and Artifacts

Training assignments based on RSS feeds

The screenshot shows a training application on an iPad. At the top, the status bar indicates 'iPad', signal strength, '4:32 PM', and '100%' battery. The app has a 'Home' and 'Back' button. The main content area is divided into several sections:

- Video Player:** Displays a man in a suit speaking. The progress bar shows '0:00' to '-5:41'.
- Contextual Slide:** Titled 'History and Background', it lists key milestones and facts about Cognizant, accompanied by two bar charts showing growth over time.
- Videos:** A horizontal scroll slider showing thumbnails for various video topics.
- Artifacts:** A horizontal scroll slider showing PDF documents such as 'Corporate_Fact_Sheet.pdf', 'Corporate_Overview.pdf', 'CorporateGovernanceGuidelines.pdf', 'CorporateEthics.pdf', and 'Best_Practices.pdf'.
- Assignments:** A section titled 'Assignments' with 'Assignment 1' due on 'Tuesday, Jan 4th, 2011'. The text describes a client meeting preparation task.

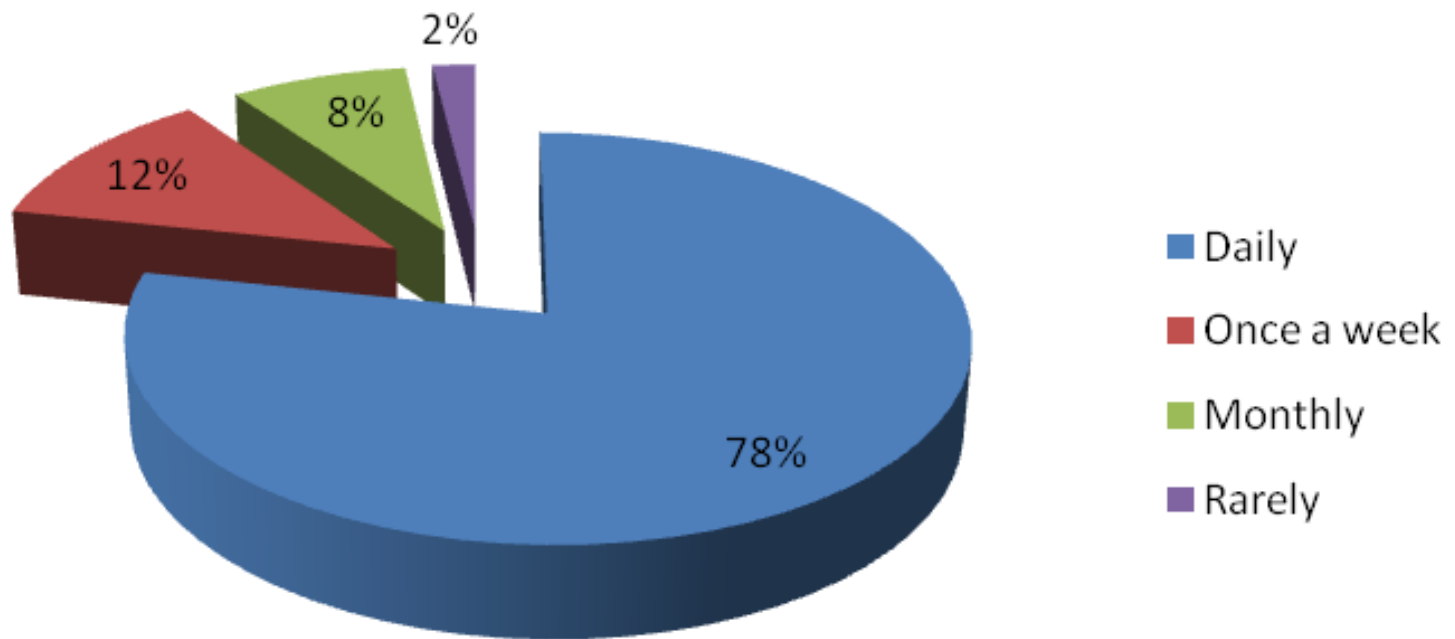


Design

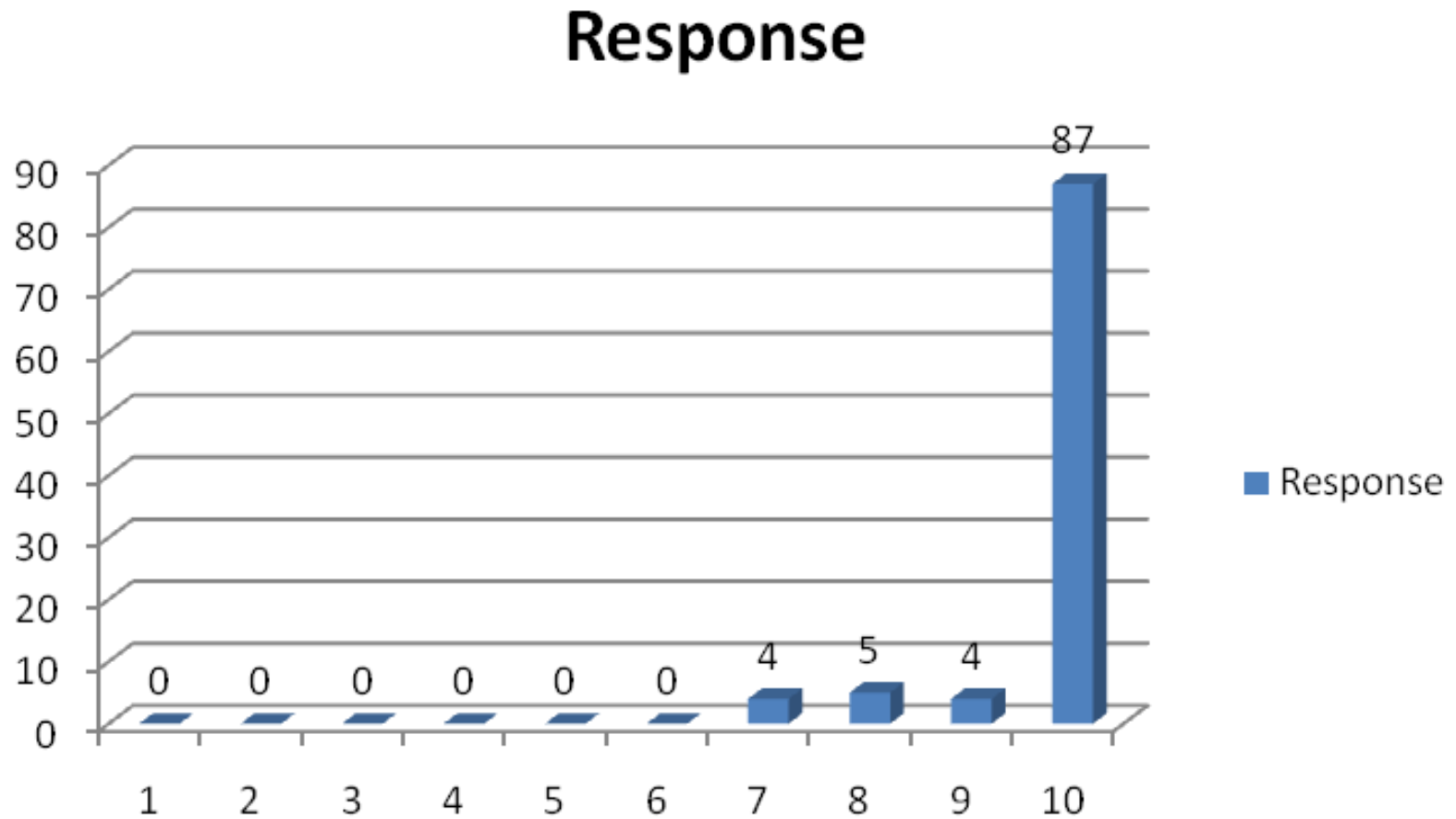
- **cBrain.** Internal knowledge repository site
- **iKnow.** Internal sales discussion forum, a way to pull needed information
- **iRead.** To download books from Books 24x7 subscription
- **iCafe.** The 'break room,' game-based learning activities



How often do you use the Sales GYM application? (415 respondents)

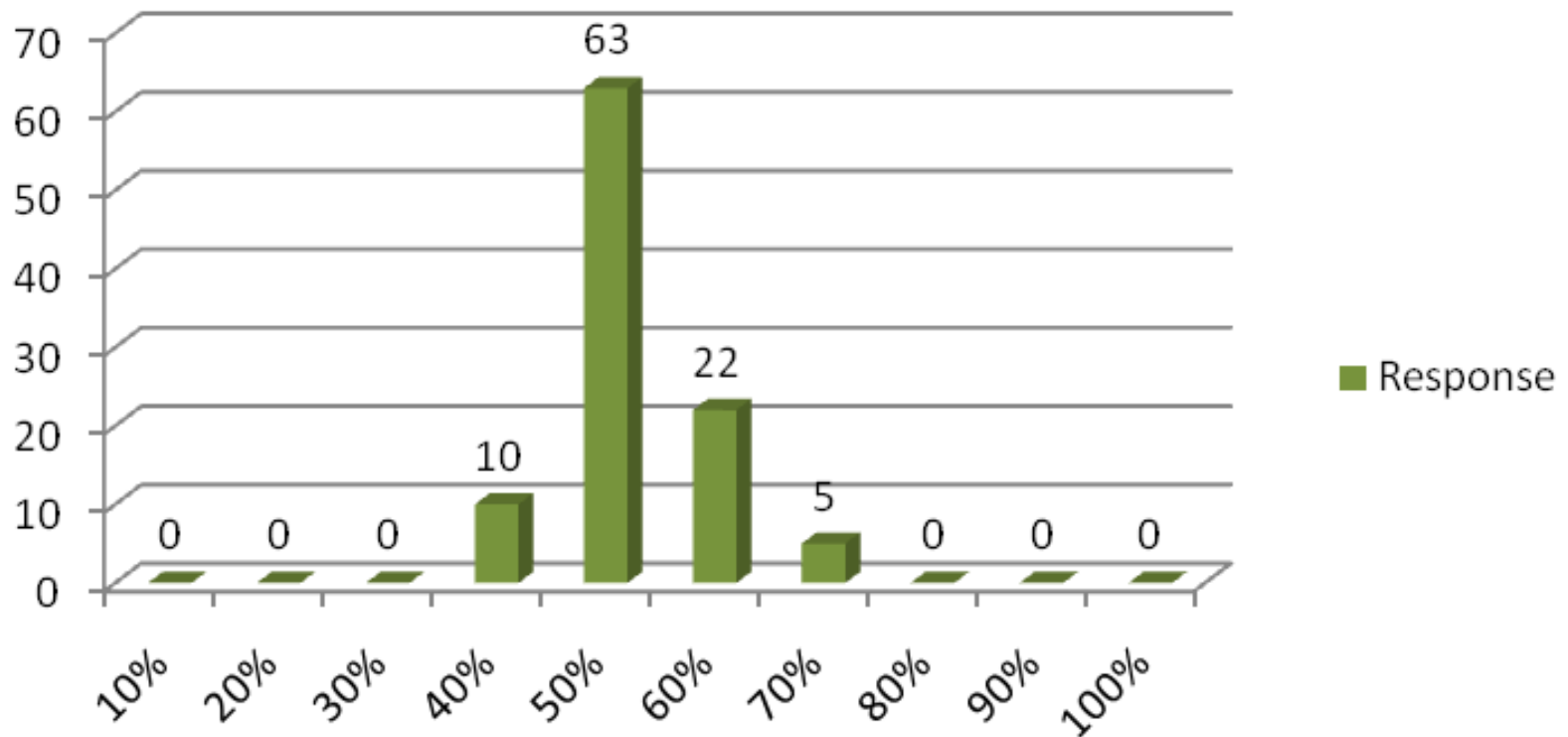


Has the Sales GYM helped you use various tools for success in your job role? (scale of 1 to 10)

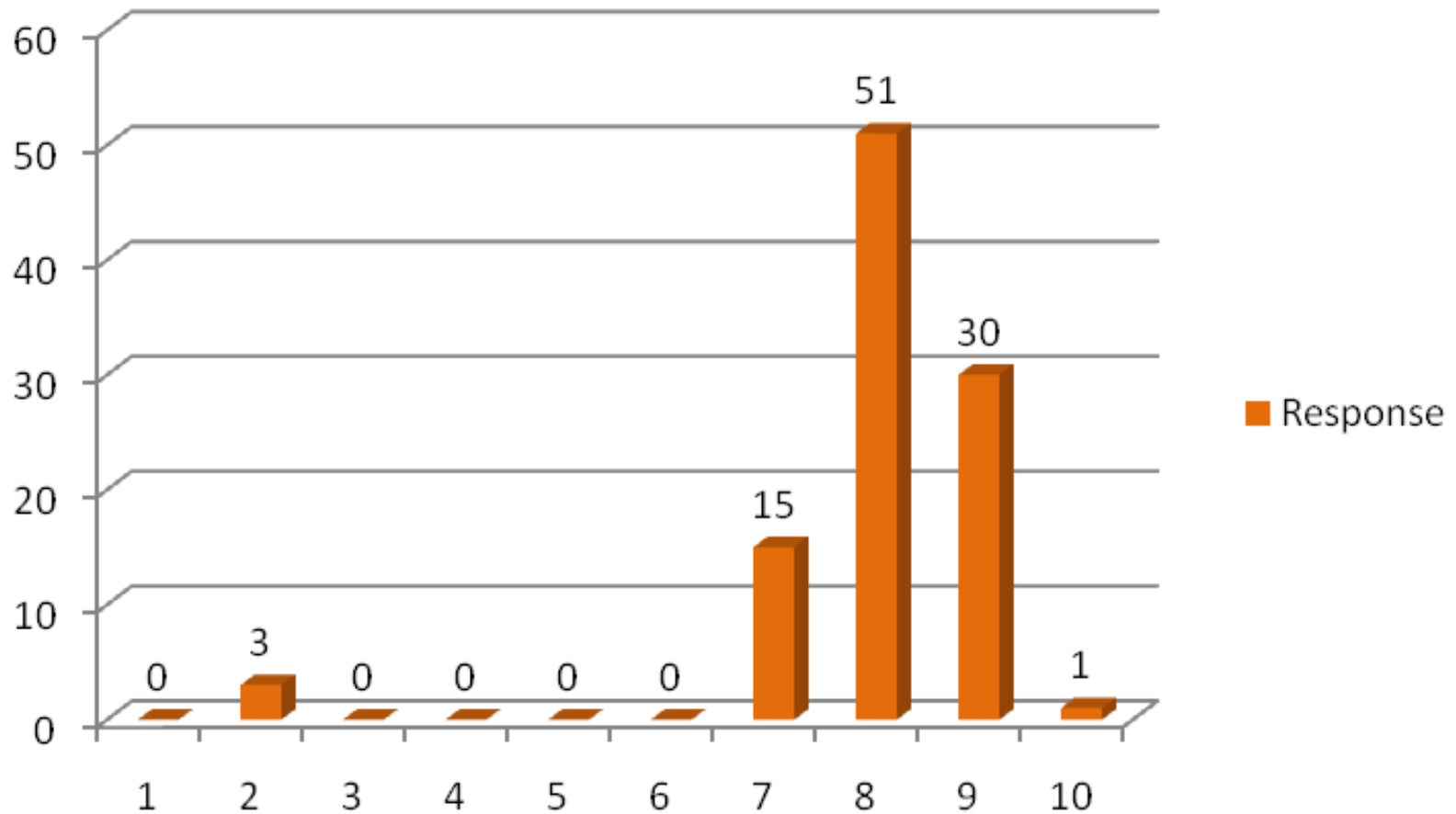


What would you rate as increase in your job/role efficiency using the Sales GYM? (Parameter: 10% to 100%)

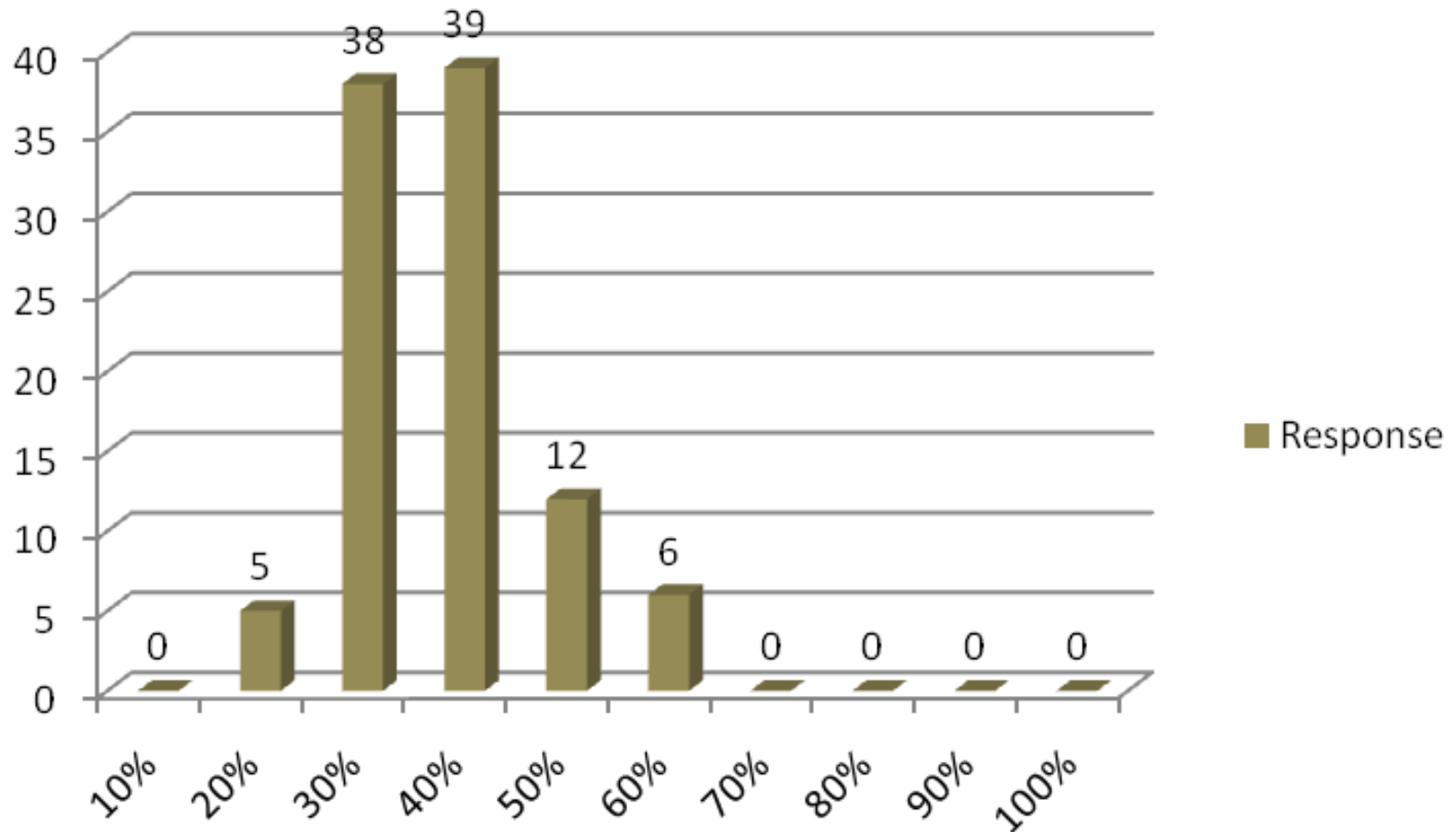
Efficiency Tracker



What is your comfort level in identifying the correct contacts or artifacts after using Sales GYM?



If you were to calculate decrease in time taken to respond to a sales requirement due to Sales GYM, what would be saving in time?



Implementation approaches



Use cases

- Think specific use cases and project-by-project pilots (vs. grand mobile strategy)
- Look for situations where traditional learning is difficult
- Look for existing interest in mobile devices



Use cases

- Look for new ways that people can learn
 - Reinforce training
 - Performance support
 - Priority communications
 - Feedback through surveys and testing



Content

- Don't copy over legacy e-learning content
- Content may be a short course
- Or it may look more like information, reinforcement, performance support



Tools

- Standalone tools, like Hot Lava Mobile
- LCMSs, like OutStart LCMS
- Integrated learning suite, like Outstart TrainingEdge.com



Challenges and key considerations

- Develop once without regard for specific device
- Deploy across basic phones, smartphones, tables with customization
- Ability to track standalone or push to LMS
- Security
- Smart phone viewers
- Video players



Take-aways

- Mobile learning is inevitable
- Mobile learning is not just courses
- Works where there is an obvious need
- Can be very well received
- Proliferation of devices is a challenge
- But solution providers are responding



OutStart
Knowledge Solutions

Brandon-Hall Webinar

Melonia da Gama
02 June 2010



OUTSTART

Customer User Cases



Reinforcement of Learning

Global Pharmaceutical Company

- Business Application:
 - Extend product intro training
 - Push a variety of learning formats
 - Verify via quizzes
- Results:
 - 53% improvement in knowledge retention

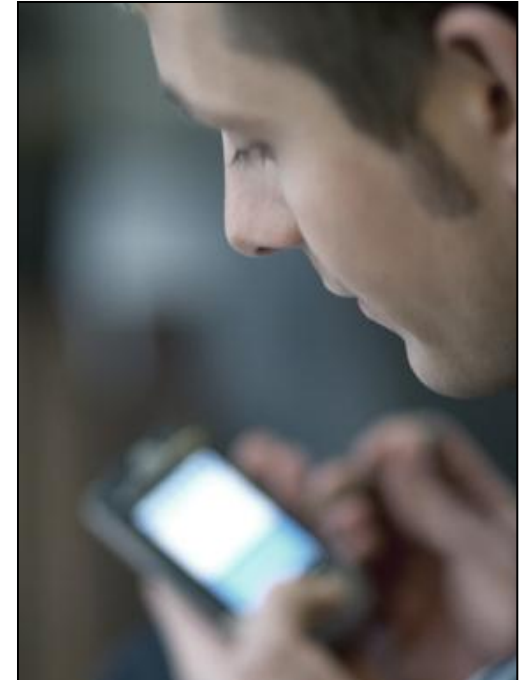


Improve Knowledge Retention

Mobile Knowledge Management

Global Insurance Company

- Business Application:
 - Polls used to gauge crisis situation
 - Text messages, audio, video & diagrams
 - Job aides & checklists
 - Real-time reporting: tracked training & sent reminders
- Results:
 - Workers able to assess damage 20% faster



Communicate & Perform even under crisis situations

Enabling On-the-Go Workforce

Transportation Company

- Business Application:
 - Repurposed content for training bites & quizzes
 - Viewed while on the road during down times
 - Real time reporting: Tracked training & sent reminders
- Results
 - 76% improvement in retention
 - 30% improvement in being prepared for the job



Improved Knowledge Retention

Real-time Push of Critical Information

Oil and Gas Company

- Business Application:
 - Information updates
 - Documents via e-mails & text messages
 - Videos, presentations & audio clips
 - Real-time reporting: tracked training & sent reminders
- Results:
 - 19% decrease in user errors due to changes in process or technology



**Keep Workforce
Informed**

Mobile in Support of Change Management

Financial Institution

- Business Application:
 - Mobile survey established present view
 - Surveys to measure progress
 - Audio-led animated PowerPoint intro
 - Assessment module demo new policies at work
- Results:
 - 85% of managers passed assessment
 - 15% given mobile refresher courses



**Facilitate Cultural
Change & Rebrand
Company**

Real-Time Training Evaluation

Telecommunication Company

- Pre- & post-mobile session tests
 - Test scores evaluated immediately
 - Manage agenda on the fly
 - Used for communications
- Results
 - Sales reps tested 20% higher on NPI
 - Overall conference rating increased 16%

Increase Sales Conference Effectiveness



Communicating Key Strategies

High Tech Company

- Business Application
 - Record presentations from CEO
 - Workers viewed video on own schedules
 - Real-time reporting: tracked views & sent reminders
- Results
 - 40% more informed
 - 60% more aligned with CEO



**Align distributed
work force**

Key Deployment Impediments Resolved



Level of Development Expertise Required

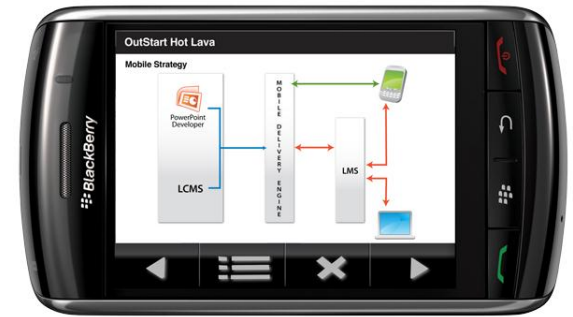
- Issue
 - Specialized development environment
 - Programming expertise required
- Solution
 - Use a universal development tool (e.g. PowerPoint)
 - Leverage multiple content developers



**Dramatically Increase
Number of Content
Contributors**

Content Presentation

- Issue
 - Effective user experience
- Solution
 - Develop content independent of mobile devices
 - Take advantage of user interface
 - Meet requirements of lower end devices



**Develop Once – Deploy
Across Various Devices**

Security

- Issue
 - Proprietary content needs to be secured
- Solution - multi-dimensional approach
 - Authentication: Username and password
 - Encryption: Between content delivery system & device
 - Authorization: LMS or other
 - Device Centric Security: Readable through application only and “locked” to device

Deploy with Confidence



Audio and Video Requirements

- Issue
 - Lack of standardization
- Solution
 - Control & standardization of devices
 - employ specific video encoding tools
 - No device standardization
 - streaming technologies



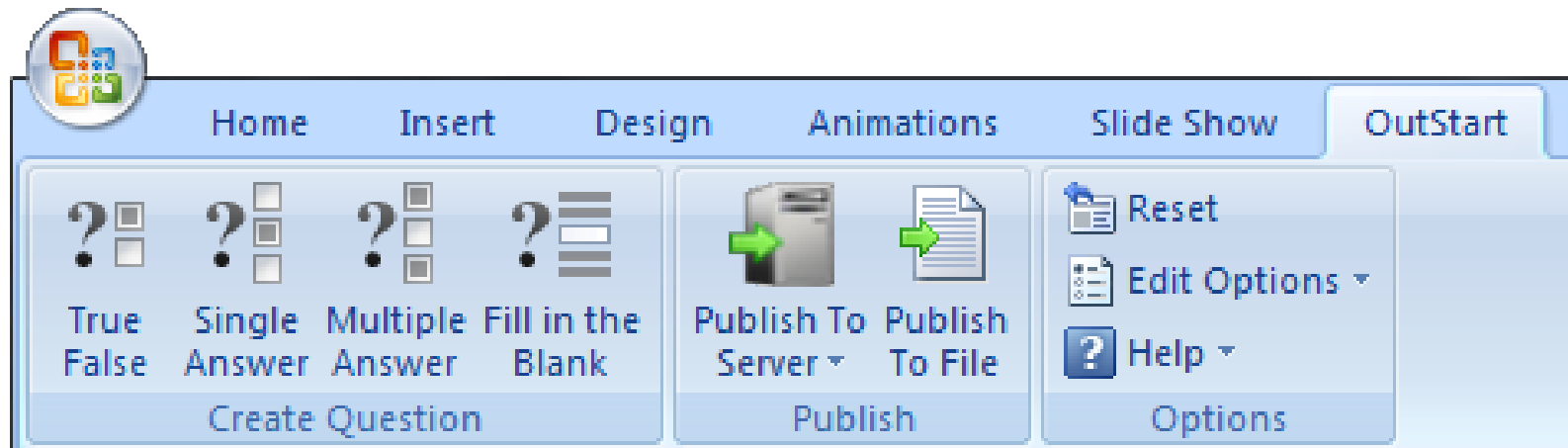
Hot Lava Mobile

- Rapidly develop, deliver and analyze all types of single source device independent content
- Adjusts content for various mobile devices
- Deployment methods
 - WAP or download to device
 - Smart phone viewer app
- Analyze use of mobile content & provides immediate feedback



PowerPoint Developer

- PowerPoint plug-in for content authoring
 - Intuitive menu item on PowerPoint ribbon bar
 - Uses Slideshow mode for content preview
 - Developers see content behavior without needing to publish
 - Presentations sharable with others for review without the add-on installed



PowerPoint Extensions

- Question Types
 - True / False
 - Multiple Choice Single Answer
 - Multiple Choice Multiple Answer
 - Fill in the Blank
- Question Configuration / Usage
 - Practice: Non-scored with user-defined correct/incorrect feedback
 - Test: Scored
 - Poll: No “correct” answer, user response captured

Multiple Choice Multiple Answer

Q: Question

A: Answers

Question Text

Select the items from the list that are features of HotLava Mobile. Choose all that apply.

Score Type

Practice

Correct Feedback Text

That is correct.

Incorrect Feedback Text

Sorry. Try again.

Multiple Choice Multiple Answer

Q: Question

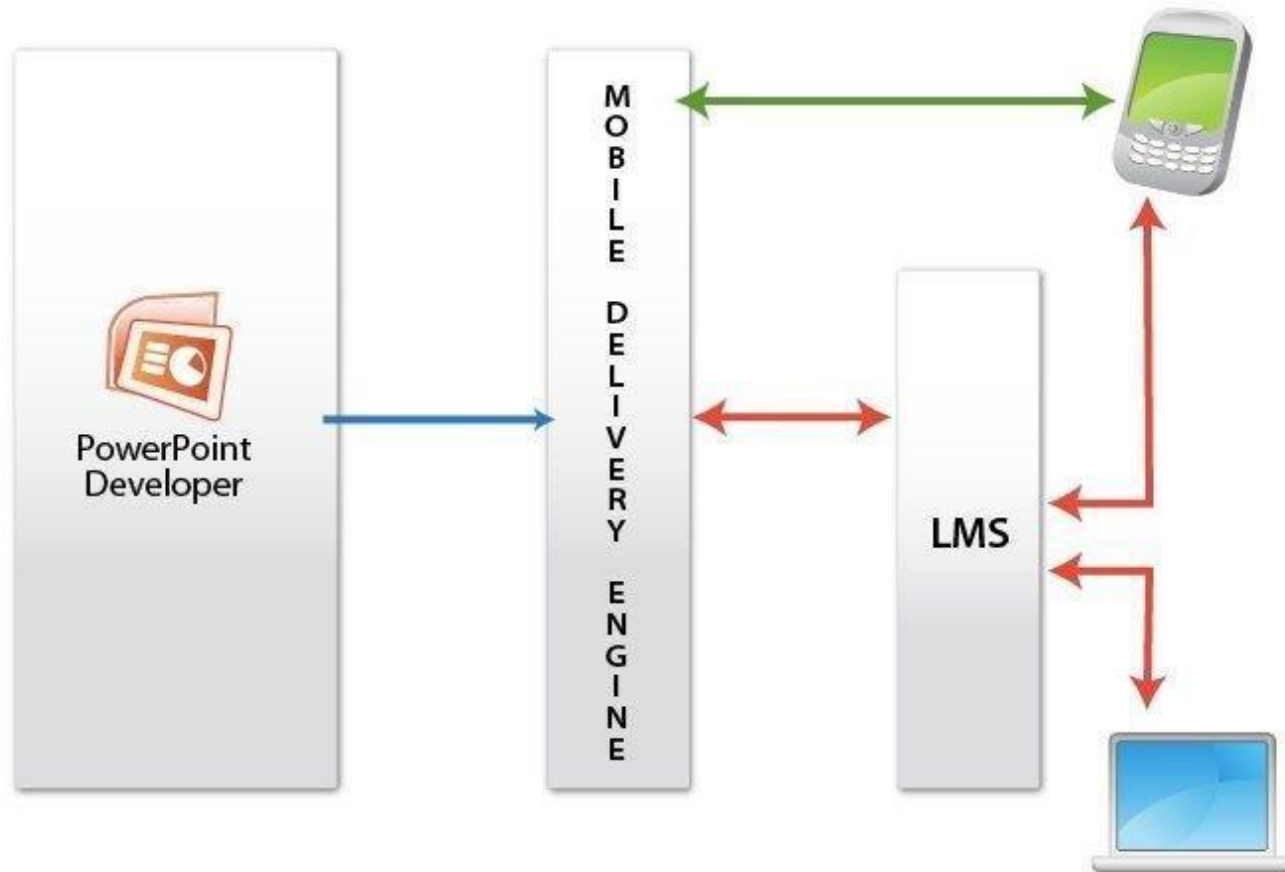
A: Answers

- ☒ HotLava Mobile supports all mobile...
- ☒ HotLava Mobile supports WAP deliv...
- ☒ HotLava Mobile supports offline del...
- ☒ HotLava Mobile automatically synch...

Add Answer

[Advanced](#)

Mobile Delivery Engine (MDE)



Mobile Course List

- New enrollments
 - Identified by asterisk icon
 - Queried each time the application is launched
- Existing Enrollments
 - Course status identified by icon
 - Not Started
 - In Progress
 - Complete



Mobile Course Content

- Scaled to render effectively
- Contents page available for non-linear navigation



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